

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1-8. (Cancelled)

9. (Previously Presented) A method performed by one or more processing devices, comprising:

receiving a request and information indicative of a local time in a time zone from which the request was sent;

accessing, in response to the request, a mapping of (i) one or more time ranges that are independent of the time zone, to (ii) one or more prices to be paid by an advertiser for a display of an advertisement;

determining, in the mapping, a time range that comprises the local time;

identifying, based on the time range, a price for the advertisement; and

determining, at least partly based on the price for the advertisement, a score for the advertisement.

10. (Previously Presented) The method of claim 9, wherein the local time comprises at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

11. (Previously Presented) The method of claim 9, wherein determining the score further comprises using at least ad performance information.

12. (Currently Amended) The method of claim 9, wherein ~~determining the score further comprises using at least local time of interest ad performance information~~ the request is sent from a system that is external to the one or more processing devices; and
wherein the local time comprises a time in the time zone of the system.

13. (Currently Amended) The method of claim 9, wherein:
the local time comprises a first local time[[,]];
the time zone comprises a first time zone[[,]];
the request comprises a first request[[,]];
the time range comprises a first time range[[,]];
the price comprises a first price[[,]];
the score comprises a first score[[,]];
the advertisement comprises a first advertisement[[,]]; the mapping comprises a first mapping; and
wherein the method-further comprises:

receiving a second request and information indicative of a second local time in a second time zone from which the second request was sent, wherein the first time zone differs from the second time zone, and wherein the first local time and the second local time comprise a same time when the second local time is converted to a time in the first time zone;

determining, in the first mapping, a second time range that comprises the second local time;

identifying, based on the second time range, a second price for the first advertisement;

determining, at least partly based on the second price for the first advertisement, a second score for the first advertisement, ~~wherein the first score is higher than the second score;~~

identifying, in a second mapping based on the second local time, a third price for a second advertisement;

determining, at least partly based on the third price for the second advertisement, a third score for the second advertisement, with the third score having an increased value relative to the second score; and

~~selecting, at least partly based on the first score, the first advertisement for display in the first time zone; and~~

selecting, at least partly based on the second score and the third score, ~~[[a]]~~ the second advertisement for display in the second time zone, with the second advertisement being different from the first advertisement.

14-32. (Cancelled)

33. (Currently Amended) An apparatus comprising:

one or more processing devices; and

a computer-readable medium configured to store instructions that ~~[[are]]~~ when executed executable by the one or more processing devices ~~[[to]]~~ perform operations comprising:

receiving a request and information indicative of a local time in a time zone from which the request was sent;

accessing, in response to the request, a mapping of (i) one or more time ranges that are independent of the time zone, to (ii) one or more prices to be paid by an advertiser for a display of an advertisement;

determining, in the mapping, a time range that comprises the local time;

identifying, based on the time range, a price for the advertisement; and

determining, at least partly based on the price for the advertisement, a score for the advertisement.

34. (Previously Presented) The apparatus of claim 33, wherein the local time comprises at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

35. (Previously Presented) The apparatus of claim 33, wherein at least ad performance information is also used in determining the score.

36. (Currently Amended) The apparatus of claim 33, wherein ~~at least local time of interest ad performance information is also used in determining the score.~~

the request is sent from a system that is external to the one or more processing devices;

and

wherein the local time comprises a time in the time zone of the system.

37. (Currently Amended) The apparatus of claim 33, wherein:

the local time comprises a first local time[[,]];

the time zone comprises a first time zone[[,]];

the request comprises a first request[[,]];

the time range comprises a first time range[[,]];

the price comprises a first price[[,]];

the score comprises a first score[[,]];

the advertisement comprises a first advertisement[[,]];

the mapping comprises a first mapping; and

wherein the operations method further comprise ~~comprises~~:

receiving a second request and information indicative of a second local time in a second time zone from which the second request was sent, wherein the first time zone differs from the second time zone, and wherein the first local time and the second local

time comprise a same time when the second local time is converted to a time in the first time zone;

determining, in the first mapping, a second time range that comprises the second local time;

identifying, based on the second time range, a second price for the first advertisement;

determining, at least partly based on the second price for the first advertisement, a second score for the first advertisement, ~~wherein the first score is higher than the second score;~~

identifying, in a second mapping based on the second local time, a third price for a second advertisement;

determining, at least partly based on the third price for the second advertisement, a third score for the second advertisement, with the third score having an increased value relative to the second score; and

~~selecting, at least partly based on the first score, the first advertisement for display in the first time zone; and~~

selecting, at least partly based on the second score and the third score, ~~[[a]]~~ the second advertisement for display in the second time zone, with the second advertisement being different from the first advertisement.

38-48. (Cancelled)

49. (Currently Amended) A computer-readable medium configured to store instructions that ~~[[are]]~~ when executed ~~executable~~ by one or more processing devices ~~[[to]]~~ perform operations:

receiving a request and information indicative of a local time in a time zone from which the request was sent;

accessing, in response to the request, a mapping of (i) one or more time ranges that are independent of the time zone, to (ii) one or more prices to be paid by an advertiser for a display of an advertisement;

determining, in the mapping, a time range that comprises the local time;
identifying, based on the time range, a price for the advertisement; and
determining, at least partly based on the price for the advertisement, a score for the advertisement.

50. (Previously Presented) The computer-readable medium of claim 49, wherein the local time comprises at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

51. (Previously Presented) The computer-readable medium of claim 49, wherein at least ad performance information is also used in determining the score.

52. (Currently Amended) The computer-readable medium of claim 49, wherein ~~at least local time of interest ad performance information is also used in determining the score.~~

the request is sent from a system that is external to the one or more processing devices;
and

wherein the local time comprises a time in the time zone of the system.

53. (Currently Amended) The computer-readable medium of claim 49, wherein:

the local time comprises a first local time[[],];

the time zone comprises a first time zone[[],];

the request comprises a first request[[],];

the time range comprises a first time range[[],];

the price comprises a first price[[],];

the score comprises a first score[[,]];

the advertisement comprises a first advertisement[[,]];

the mapping comprises a first mapping; and

wherein the operations method further comprise comprises:

receiving a second request and information indicative of a second local time in a second time zone from which the second request was sent, wherein the first time zone differs from the second time zone, and wherein the first local time and the second local time comprise a same time when the second local time is converted to a time in the first time zone;

determining, in the first mapping, a second time range that comprises the second local time;

identifying, based on the second time range, a second price for the first advertisement;

determining, at least partly based on the second price for the first advertisement, a second score for the first advertisement, ~~wherein the first score is higher than the second score;~~

identifying, in a second mapping based on the second local time, a third price for a second advertisement;

determining, at least partly based on the third price for the second advertisement, a third score for the second advertisement, with the third score having an increased value relative to the second score; and

~~selecting, at least partly based on the first score, the first advertisement for display in the first time zone; and~~

selecting, at least partly based on the second score and the third score, [[a]] the second advertisement for display in the second time zone, with the second advertisement being different from the first advertisement.